

Rep Order# 6831655 Ver# 1 Mod# 0 Status Confirmed
EC'd Yes

Traffic Order# 104084 Last Received: 07/06/2012 2:28 PM Printed: 07/06/2012 9:15 AM

1 of 5

Station KSNV-TV LAS VEGAS, NV.
Advertiser () CROSSROADS GPS
Product Crossroads GPS
Estimate# 732
Buyer Emily Milkman
Phone#
Fax#

Agency () CROSSROADS MEDIA
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 12/11/732
Flight Dates 07/30/2012 - 08/06/2012
Hiatus Weeks

Rep Firm () PHILADELPHIA
Sales Office () AMY MCCREARY
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

— CONTRACT COMMENT —

SC=*

LT	In	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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2	SU		5P-630P	RSNV EARLY NEWS	:30	\$650.00	08/05-08/05	1	1	1	\$650.00	
5	M		430A-5A	WAKE UP EARLY W/THE WAGNERS	:30	\$150.00	07/30-07/30	2	1	2	\$300.00	
6	TU		430A-5A	WAKE UP EARLY W/THE WAGNERS	:30	\$150.00	07/31-07/31	1	1	1	\$150.00	
7	W		430A-5A	WAKE UP EARLY W/THE WAGNERS	:30	\$150.00	08/01-08/01	1	1	1	\$150.00	
8	TH		430A-5A	WAKE UP EARLY W/THE WAGNERS	:30	\$150.00	08/02-08/02	1	1	1	\$150.00	
9	SU		430A-5A	WAKE UP EARLY W/THE WAGNERS	:30	\$150.00	08/05-08/05	1	1	1	\$150.00	
10	M		430A-5A	WAKE UP EARLY W/THE WAGNERS	:30	\$150.00	08/06-08/06	1	1	1	\$150.00	
37	M		5A-6A	WAKE UP WITH THE WAGNERS	:30	\$400.00	07/30-07/30	1	1	1	\$400.00	
38	TU		5A-6A	WAKE UP WITH THE WAGNERS	:30	\$400.00	07/31-07/31	1	1	1	\$400.00	
39	W		5A-6A	WAKE UP WITH THE WAGNERS	:30	\$400.00	08/01-08/01	1	1	1	\$400.00	
40	TH		5A-6A	WAKE UP WITH THE WAGNERS	:30	\$400.00	08/02-08/02	1	1	1	\$400.00	
41	F		5A-6A	WAKE UP WITH THE WAGNERS	:30	\$400.00	08/03-08/03	1	1	1	\$400.00	
49	M		7P-730P	WHEEL OF FORTUNE	:30	\$1,000.00	07/30-07/30	1	1	1	\$1,000.00	
50	TU		7P-730P	WHEEL OF FORTUNE	:30	\$1,000.00	07/31-07/31	1	1	1	\$1,000.00	

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Showing Buylines: All Lines

Station Advertiser Product	KSNV-TV LAS VEGAS, NV. ().CROSSROADS GPS Crossroads GPS	Agency Estimate# Buyer Phone# Fax# LT	66 CANAL CENTER PLAZA, SUITE 555 ALEXANDRIA, VA 22314 12/11/32 Emily Milhoan	Rep Firm Sales Office () PHILADELPHIA Salesperson () AMY MCCREARY							
Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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51	W	7P-730P	WHEEL OF FORTUNE	:30	\$1,000.00	08/01-08/01	1	1	1	\$1,000.00	
52	TH	7P-730P	WHEEL OF FORTUNE	:30	\$1,000.00	08/02-08/02	1	1	1	\$1,000.00	
53	F	7P-730P	WHEEL OF FORTUNE	:30	\$1,000.00	08/03-08/03	1	1	1	\$1,000.00	
54	M	7P-730P	WHEEL OF FORTUNE	:30	\$1,000.00	08/06-08/06	1	1	1	\$1,000.00	
61	M	430P-5P	NEWS 4 AT 430P	:30	\$700.00	07/30-07/30	1	1	1	\$700.00	
62	TU	430P-5P	NEWS 4 AT 430P	:30	\$700.00	07/31-07/31	1	1	1	\$700.00	
63	W	430P-5P	NEWS 4 AT 430P	:30	\$700.00	08/01-08/01	1	1	1	\$700.00	
64	TH	430P-5P	NEWS 4 AT 430P	:30	\$700.00	08/02-08/02	1	1	1	\$700.00	
65	F	430P-5P	NEWS 4 AT 430P	:30	\$700.00	08/03-08/03	1	1	1	\$700.00	
66	M	430P-5P	NEWS 4 AT 430P	:30	\$700.00	08/06-08/06	1	1	1	\$700.00	
67	M	6A-7A	WAKE UP WITH THE WAGNERS	:30	\$700.00	07/30-07/30	1	1	1	\$700.00	
68	TU	6A-7A	WAKE UP WITH THE WAGNERS	:30	\$700.00	07/31-07/31	1	1	1	\$700.00	
69	W	6A-7A	WAKE UP WITH THE WAGNERS	:30	\$700.00	08/01-08/01	1	1	1	\$700.00	
70	TH	6A-7A	WAKE UP WITH THE WAGNERS	:30	\$700.00	08/02-08/02	1	1	1	\$700.00	
71	F	6A-7A	WAKE UP WITH THE MAGNERS	:30	\$700.00	08/03-08/03	1	1	1	\$700.00	
72	M	6A-7A	WAKE UP WITH THE MAGNERS	:30	\$700.00	08/06-08/06	1	1	1	\$700.00	

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Advertiser () CROSSROADS GPS
Product Crossroads GPS
Estimates# 732
Buyer Emily Milhoan
Phone#
Fax#

Agency () CROSSROADS MEDIA
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency CPLP2E 12/11/732
Flight Dates 07/30/2012-08/06/2012
Hiatus Weeks

Rep Firm () PHILADELPHIA
Sales Office () AMY MCCREARY
Salesperson () AMY MCCREARY
Salesperson Phone# 215-268-6540
Salesperson FAX# 215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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73	M		7A-9A	TODAY SHOW	:30	\$1,400.00	07/30-07/30	1	1	1	\$1,400.00	
74	TU		7A-9A	TODAY SHOW	:30	\$1,400.00	07/31-07/31	1	1	1	\$1,400.00	
75	W		7A-9A	TODAY SHOW	:30	\$1,400.00	08/01-08/01	1	1	1	\$1,400.00	
76	TH		7A-9A	TODAY SHOW	:30	\$1,400.00	08/02-08/02	1	1	1	\$1,400.00	
77	F		7A-9A	TODAY SHOW	:30	\$1,400.00	08/03-08/03	1	1	1	\$1,400.00	
78	M		7A-9A	TODAY SHOW	:30	\$1,400.00	08/06-08/06	1	1	1	\$1,400.00	
79			4P-430P	FIRST NEWS 3 AT FOUR	:30	\$700.00	07/30-07/30	1	1	1	\$700.00	
80	TU		4P-430P	FIRST NEWS 3 AT FOUR	:30	\$700.00	07/31-07/31	1	1	1	\$700.00	
81	W		4P-430P	FIRST NEWS 3 AT FOUR	:30	\$700.00	08/01-08/01	1	1	1	\$700.00	
82	TH		4P-430P	FIRST NEWS 3 AT FOUR	:30	\$700.00	08/02-08/02	1	1	1	\$700.00	
83	F		4P-430P	FIRST NEWS 3 AT FOUR	:30	\$700.00	08/03-08/03	1	1	1	\$700.00	
84	M		4P-430P	FIRST NEWS 3 AT FOUR	:30	\$700.00	08/06-08/06	1	1	1	\$700.00	
85			5P-630P	EARLY NEWS	:30	\$1,000.00	07/30-07/30	1	1	1	\$1,000.00	
86	TU		5P-630P	EARLY NEWS	:30	\$1,000.00	07/31-07/31	1	1	1	\$1,000.00	
87	W		5P-630P	EARLY NEWS	:30	\$1,000.00	08/01-08/01	1	1	1	\$1,000.00	
88	TH		5P-630P	EARLY NEWS	:30	\$1,000.00	08/02-08/02	1	1	1	\$1,000.00	
89	F		5P-630P	EARLY NEWS	:30	\$1,000.00	08/03-08/03	1	1	1	\$1,000.00	

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Advertiser	().CROSSROADS GPS	Sales Office	() PHILADELPHIA	
Product	Crossroads GPS	Salesperson	() AMY MCCREARY	
Estimate#	732	Agency C/P/I/P2/E	ALEXANDRIA, VA 22314	
Buyer	Emily Milhoan	Flight Dates	12/1/732	
Phone#		Hiatus Weeks	07/30/2012-08/06/2012	
Fax#				
LT	In	Day	Time	Program
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90	M	SP-630P	EARLY NEWS	:30
91	SA	6A-7A	NEWS 3 AT SUNRISE NO PROGRAM 7/7,7	:30
108	SA	5P-630P	KSNV EARLY NEWS	:30
130	M	630P-7P	JEOPARDY	:30
131	TU	630P-7P	JEOPARDY	:30
132	W	630P-7P	JEOPARDY	:30
133	TH	630P-7P	JEOPARDY	:30
134	F	630P-7P	JEOPARDY	:30
135	M	630P-7P	JEOPARDY	:30
139	M-SA	730P-8P	OLYMPIC ZONE	:30
140	M-F	12A-1230A	NEWS	:30
141	SA	12A-1230A	NEWS	:30
142	SU	12A-1230A	NEWS	:30
143	M-F	9A-4P	OLY DAY	:30
145	SA	9A-5P	OLY WKEND	:30

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	OLY DAY	:30	\$1,200.00	08/06-08/06	1	1	1	\$1,200.00	---
146	M		9A-4P									
147	SA			630P-730P WH/JEP	:30	\$575.00	08/04-08/04	1	1	1	\$575.00	

—REPORT TOTALS—

Report Totals: 88 / \$85,675.00

—SALES MONTHLY TOTALS—

Aug 12: 88 / \$85,675.00

Sales Totals: 88 / \$85,675.00

Station Totals: 88 / \$85,675.00

Lines not sent/reld/rtn: 0 / \$0.00

—COMPETITIVE—
Market Totals \$267,734 CATV 0% KBLR 0% KING 0% KLAS 20% KSNV 32%
KTNU 30% KTUD 0% KVCM 1% KVNY 0% KVNU 17%
XXXX 0%

—COMPETITIVE COMMENTS—

NEW ORDER
EST SHARES

Books JUL12
Demos RA35+

— CREDIT RISK —
CASH IN ADVANCE